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University awards 716 degrees at Commencement

Furman University

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Admissions magazine earns top honor

Alumni might be surprised to learn that *Furman* magazine isn't the only magazine the university produces.

Over the last 18 months, in partnership with Stamats Communications, an enrollment management firm in Cedar Rapids, Iowa, the Admissions Office has published its own full-color magazine for a specific crowd: the 15- to-18-year-olds who are prospective Furman students. *Engage*, which is printed in the fall, summer and spring, highlights the university's strengths in a fast-paced format designed to appeal directly to the younger generation.

Most colleges produce an annual viewbook filled with glossy photos of campus scenes and an ample supply of institutional boilerplate about academic programs and student life. Furman produced a viewbook for many years, and with considerable success.

But in looking for an edge in the increasingly competitive world of college recruitment, Furman decided to revamp its central publication for prospective students. Instead of depicting the variables of a Furman education in one all-encompassing publication, the university decided to use a series of magazines to convey the excitement and variety inherent in the Furman experience.

Each issue of *Engage* presents new stories about Paladin personalities and programs and the possibilities a Furman education offers. It features students and professors describing their lives at Furman, from internships to English 11, and ties their stories to Web extensions, video clips and other on-line references.

While being timely and topical, *Engage* also demonstrates



the constantly evolving nature of a Furman education in a manner that a static, unchanging viewbook can't.

Engage appears to be doing its job well — at least in the opinion of one group of publications professionals. The magazine recently received a Grand Award from the APEX Awards for Publication Excellence and Writing That Works, an annual competition that honors excellence in publications work. The foremost standard for judging is the quality of a publication's writing.

Paul Zastrow of Stamats, the primary writer for *Engage*, was singled out for his efforts. Zastrow and his colleagues at Stamats work closely with the admissions and marketing and public relations offices at Furman to develop and produce each issue.

If you would like a copy of *Engage* — or better yet, if you know of a prospective college student who might be interested in receiving a different kind of promotional publication — e-mail jim.stewart@furman.edu.

University awards 716 degrees at Commencement

Furman presented 648 undergraduate and 68 master's degrees during graduation exercises on Saturday, June 3.

The Scholarship Cup, given each year to the graduating senior with the highest academic average, went to John Robert Dickson of Gaffney, S.C., a double major in chemistry and biology, and Christopher Barrett Osborne of Lexington, Ky., a double major in history and political science. Both completed their college studies with straight-A, 4.00 grade-point averages.

In addition, Dickson received the Bradshaw-Feaster Medal for General Excellence, awarded to the outstanding male graduate. Nadezhda Dimitrova Savova of Sofia, Bulgaria, a *summa cum laude* graduate in political science and Spanish, received the Donaldson-Watkins Medal as the outstanding



woman graduate. (For more on Savova, see page 16.)

Allison Jarrett, a *magna cum laude* graduate from Nashville, Tenn., delivered the Commencement address and urged her fellow graduates to use their educations to "breed justice, sow truth, spread

roots of love, and inspire daring acts of creation." Her complete speech is available on-line at www.furman.edu/press/pressarchive.cfm?ID=3842.

Furman also presented the annual Alester G. Furman, Jr., and Janie Earle Furman awards for meritorious teaching and advising. The teaching awards went to John Harris '91, associate professor of mathematics, and Lon Knight, Charles Ezra Daniel Professor of Chemistry. The advising awards went to William Pierce, professor of health and exercise science, and Sandra Roberson, associate professor of business and accounting.

In recognition of the 50th anniversary of their graduation, members of the Class of 1956 were invited to lead the Commencement march into Paladin Stadium. Approximately 30 members of the class returned for the occasion.